



KEYS TO EFFECTIVE HEALTH PROMOTION



Key #3: Creative marketing

Why bother to market your health promotion programs?

Because of the transient nature of the military population, you must market your health promotion programs all the time. Your goal should be to keep your programs **as visible as possible**.

Creative marketing can increase awareness of your program for:

- Potential program participants
- Commanders
- Line and medical personnel
- Potential partners and volunteers

Creative marketing ideas

Involve Commanders in your marketing plan as often as possible.

- For example: invite the Commander to judge a program logo contest.

Link your programs to national advertising campaigns

- ...like the Great American Smokeout and the Dairy Council's Milk Mustache campaign.

Collaborate closely with personnel in the PAO office.

- Submit articles about your programs that coincide with National Health Observances. For example: highlight your Asthma Program in May, which is National Asthma Awareness Month.
- Let the PAO office know you can *always* provide an article to them when they run short on material. (Then make sure you *always* follow through.)

Word of mouth is the most effective advertisement

- Use real people in your advertising: enlist the help of successful program participants or use Soldiers and other post personnel for your marketing materials, when possible.
- Create "buzz" by incorporating an element of competition: which 'team' had the most steps over the past week? Which department engaged most frequently in physical activity?

Take advantage of technology

- Use post television and radio resources.
- Use email whenever you can.

Don't just market your program to potential participants, but market the opportunities for others to be involved, as well.

- For example: does the Red Cross know you can *always* use a volunteer? Do other departments/clinics know that you can always use personnel with some temporary down time?

Don't be "old news"

- If you put advertising materials up, be sure to take them down in a timely manner.
- Update marketing logos and themes as appropriate.